

BASIC MARKET LEVEL RESPONSE- B1G1F/B2G1F

	# OF B1G1F DEALS	# OF B1G1F 6MM CASES	# OF B2G1F DEALS	# OF B2G1F 6MM CASES
? { 110 PHILADELPHIA	78,661	524	52,440	524
		0	0	0
100 HARRISBURG	174,915	1,166	116,610	1,166
		0	0	0
500 SEATTLE ✓	232,459	1,550	154,972	1,550
		0	0	0
500 PORTLAND ✓	99,316	662	66,211	662
		0	0	0
500 PHOENIX ✓	84,906	566	56,604	566
		0	0	0
500 SACRAMENTO ✓	146,338	976	97,558	976
		0	0	0
500 SAN FRANCISCO ✓	88,089	587	58,726	587
		0	0	0
500 FRESNO ✓	35,843	239	23,895	239
		0	0	0
500 LOS ANGELES ✓	136,228	908	90,819	908
		0	0	0
500 SAN DIEGO ✓	39,245	262	26,164	262
TOTAL	1,116,000	7440	744,000	7440

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BASIC MARKET LEVEL PROGRAM—LEVEL 1 MARKETS

	TOT BASIC	BASIC KS	BASIC FF	BASIC FF	BASIC LT	BASIC LT	BASIC ULT	BASIC FF	BASIC FF	BASIC LT	BASIC LT	BASIC ULT	
	3MM	NF	KSF	KSF M	KSF	KSF M	KSF	100	100 M	100	100 M	100	
	MSA VOL	MSA VOL	MSA VOL	MSA VOL	MSA VOL	MSA VOL	MSA VOL	MSA VOL	MSA VOL	MSA VOL	MSA VOL	MSA VOL	TOP
	SHIP Tot	SHIP Tot	SHIP Tot	SHIP Tot	SHIP Tot	SHIP Tot	SHIP Tot	SHIP Tot	SHIP Tot	SHIP Tot	SHIP Tot	SHIP Tot	6
110 PHILADELPHIA	38844000	2160000	5448000	1836000	4272000	3540000	1956000	4824000	1596000	4512000	5136000	3564000	
			14%	5%	11%	9%	5%	12%	4%	12%	13%	9%	71%
130 HARRISBURG	86376000	4896000	14364000	1692000	10836000	9612000	5256000	9648000	1692000	10188000	10692000	7500000	
			6%	17%	2%	13%	11%	6%	11%	2%	12%	12%	73%
500 SEATTLE	114792000	4188000	19716000	1884000	15276000	4992000	6492000	18972000	2040000	18072000	10056000	13104000	
			4%	17%	2%	13%	4%	6%	17%	2%	16%	9%	83%
500 PORTLAND	49044000	1884000	8184000	648000	5460000	1728000	2028000	10308000	768000	7800000	4188000	6048000	
			4%	17%	1%	11%	4%	21%	2%	16%	9%	12%	86%
500 PHOENIX	41928000	2088000	5064000	780000	3792000	1512000	1884000	6456000	1044000	6948000	5172000	7188000	
			5%	12%	2%	9%	4%	15%	2%	17%	12%	17%	83%
510 SACRAMENTO	72264000	2820000	12384000	1368000	6384000	2316000	3660000	14064000	1656000	10056000	7392000	10164000	
			4%	17%	2%	9%	3%	5%	19%	2%	14%	10%	84%
510 SAN FRANCISCO	43500000	1608000	8172000	1188000	4284000	2208000	2244000	7704000	1308000	5712000	4164000	4908000	
			4%	19%	3%	10%	5%	18%	3%	13%	10%	11%	80%
510 FRESNO	17700000	792000	2364000	180000	2448000	756000	1020000	2412000	168000	3228000	2076000	2256000	
			4%	13%	1%	14%	4%	6%	14%	1%	18%	12%	84%
510 LOS ANGELES	67271800	2676000	9587800	1560000	5772000	1860000	3000000	13716000	2064000	10548000	6468000	10020000	
			4%	14%	2%	9%	3%	4%	20%	3%	16%	10%	83%
500 SAN DIEGO	19380000	528000	2652000	636000	1620000	756000	768000	3576000	948000	2880000	2112000	2904000	
			3%	14%	3%	8%	4%	18%	5%	15%	11%	15%	81%
TOTAL	551099800	23640000	87935800	11772000	60144000	29280000	28308000	91680000	13284000	79944000	57456000	67656000	
			4%	16%	2%	11%	5%	5%	17%	2%	15%	10%	81%
WEEKLY UNITS	45,924,983	1,970,000	7,327,983	981,000	5,012,000	2,440,000	2,359,000	7,640,000	1,107,000	6,662,000	4,788,000	5,638,000	
BIG IF DEALS-1 WEEK	1,148,125	49,250	183,200	24,525	125,300	61,000	58,975	191,000	27,675	166,550	119,700	140,950	
2 WEEKS	2,296,249	98,500	366,399	49,050	250,600	122,000	117,950	382,000	55,350	333,100	239,400	281,900	
3 WEEKS	3,444,374	147,750	549,599	73,575	375,900	183,000	176,925	573,000	83,025	499,650	359,100	422,850	

TOTAL # OF DEALS (BIG IF)= WEEKLY VOLUME X 2 WEEKS X 81% FOR TOP 6 PACKINGS X 73% OUTLETS(PACK)

TOTAL # OF DEALS (BIG IF)= 1,115,977

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1.2 million ^{pack} deals to cover 2 wks of volume in Level 1 mktz
 Will be ready by 12/22 (product)
 (10 mktz)

PRICE PROMOTION-LEVEL 1 & LEVEL 2 MARKETS

BIGIF MATERIAL

	KDC	PM EXPRESS	TOTAL
72991 B1G1F STICKER	99,510		99,510
66573 B1G1F POSTER	139,650		139,650
72991 B1G1F DANGLER	176,600		176,600
72986 B1G1F PACK WRAPS	4,676,000		4,676,000
72987 B1G1F CARTON WRAPS	975,240		975,240

B2GIF MATERIAL

66596 B2G1F STICKER		42,055	42,055
66594 B2G1F POSTER		36,155	36,155
66595 B2G1F DANGLER		36,915	36,915
66597 B2G1F PACK WRAPS	316,000	20,000	336,000
67360 B2G1F CARTON WRAPS		261,980	261,980

GENERAL POS

72984 DUMP BIN	3,059	5,688	8,747
72983 80 PACK SHIPPER		19,040	19,040
72988 Generic Poster	103,775		103,775
72989 Banner	14,537		14,537
66571 Generic Dangler	100,000		100,000
66572 Generic Shelf Talker	102,935		102,935

KIT RECOMMENDATIONS

POS	BIGIF MATERIAL KIT	
72991	B1G1F STICKER	95,100
66573	B1G1F POSTER	
72991	B1G1F DANGLER	

	B2GIF MATERIAL KIT	
66596	B2G1F STICKER	36,100
66594	B2G1F POSTER	
66595	B2G1F DANGLER	

	SHIPPER KIT	
72983	80 PACK SHIPPER	19,000
72988	Generic Poster	
66571	Generic Dangler	
66572	Generic Shelf Talker	

	DUMP BIN KIT	
72984	DUMP BIN	8,700
72988	Generic Poster	
66571	Generic Dangler	
66572	Generic Shelf Talker	

	BANNER KIT	
72989	Banner	14,000

6 kits available
 for buy down

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PRICE PROMOTION-LEVEL 1 & LEVEL 2 MARKETS

	BIGIF MATERIAL	KDC	PM EXPRESS	TOTAL
72991	B1G1F STICKER	99,510		99,510
66573	B1G1F POSTER	139,650		139,650
72991	B1G1F DANGLER	176,600		176,600
72986	B1G1F PACK WRAPS	4,676,000		4,676,000
72987	B1G1F CARTON WRAPS	975,240		975,240
	B2GIF MATERIAL			
66596	B2G1F STICKER		42,055	42,055
66594	B2G1F POSTER		36,155	36,155
66595	B2G1F DANGLER		36,915	36,915
66597	B2G1F PACK WRAPS	316,000	20,000	336,000
67360	B2G1F CARTON WRAPS		261,980	261,980
	GENERAL POS			
72984	DUMP BIN	3,059	5,688	8,747
72983	80 PACK SHIPPER		19,040	19,040
72988	Generic Poster	103,775		103,775
72989	Banner	14,537		14,537
66571	Generic Dangler	100,000		100,000
66572	Generic Shelf Talker	102,935		102,935

KIT RECOMMENDATIONS

POS	BIGIF MATERIAL KIT	
72991	B1G1F STICKER	95,100
66573	B1G1F POSTER	
72991	B1G1F DANGLER	
	B2GIF MATERIAL KIT	36,100
66596	B2G1F STICKER	
66594	B2G1F POSTER	
66595	B2G1F DANGLER	
	SHIPPER KIT	19,000
72983	80 PACK SHIPPER	
72988	Generic Poster	
66571	Generic Dangler	
66572	Generic Shelf Talker	
	DUMP BIN KIT	8,700
72984	DUMP BIN	
72988	Generic Poster	
66571	Generic Dangler	
66572	Generic Shelf Talker	
	BANNER KIT	14,000
72989	Banner	

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